

THE EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION MODERATED BY STORE ATMOSPHERE

Ghina Nabilah^{1*}, Lizanatun Khasanah²

^{1,2}Manajemen, University Of Islamic Balitar, Blitar, Indonesia.

*Email: ginabilaahh@gmail.com

Abstract. Different customer needs require different customer satisfaction and customer satisfaction focus. Therefore, you need to know what factors influence customer satisfaction based on the types of products and services offered by your company. This study aims to analyze the effect of service quality and product quality on customer satisfaction moderated by store atmosphere. This study was conducted at Sego Sambel Chakwut. This type of research uses quantitative descriptive type. The population used in this study were all Sego Sambel Chakout customers in Malang City. The sample used in this study was 100 respondents who were Sego Sambel Cak Uut Malang customers. The data used in this study are primary data. This study uses data collection techniques in the form of questionnaires. The analysis technique used uses scale span techniques and structural equation modeling. The results of the study indicate that store atmosphere moderates the effect of service quality and product quality on Sego Sambel Chakwut customer satisfaction. The direction of the positive relationship indicates that the better the quality of service and product quality, the more attractive the store atmosphere, and if reinforced by the store atmosphere, customer satisfaction will also increase.

Keywords: service quality, product quality, customer satisfaction, store atmosphere

Introduction

In the era of increasingly sophisticated communication technology, customer satisfaction and dissatisfaction will easily form and influence the market. The Internet provides a means for customers to spread bad or good news quickly to all corners of the world. Different customer needs cause differences in both the level of customer satisfaction and the focus of customer satisfaction, so it is necessary to know what factors influence the level of customer satisfaction based on the type of product or service offered by the company (Apriasty & Marina, 2021). Customer satisfaction is very important for the sustainability of a business. Customer satisfaction is the level of a person's feelings that arise after comparing the performance of the product received with their expectations (Kotler & Philip, 2006). Achieving customer satisfaction has a positive impact on the company, such as the company's income will increase, reactions to low-cost producers, economic benefits from customer satisfaction, reduction in price sensitivity, becoming the key to further business, good relationships between word of mouth (Hasan, 2013). Satisfaction can be said to be a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of the product to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance meets expectations, customers will be satisfied. If performance exceeds expectations, customers will be very satisfied or happy. According to Kotler & Keller (2012) in Indrasari (2019), there are five factors that influence the level of customer satisfaction, namely: 1) product quality; 2) service quality; 3) emotional; 4) price; and 5) store atmosphere.

Krisdianti & Sunarti (2019) service quality is the level of quality expected by customers to fulfill customer desires, if customers feel that the service or service they receive can meet what is expected or even exceed their expectations, then the quality of the service or service is perceived as good, excellent and satisfying. Product quality is also a factor that can affect customer satisfaction, good product quality

Conclusion

Store atmosphere moderates the effect of product quality and quality of product on customer satisfaction of Sego Sambel Cak Uut. The positive direction of the relationship indicates that the better the product quality, the more attractive the store atmosphere, if reinforced by store atmosphere, then customer satisfaction is also better. Companies can maintain customer loyalty, company reputation, and long-term success. Kotler & Armstrong (2012) state that product quality is the ability of a product to demonstrate its function, including overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. In addition to service quality and product quality, store atmosphere is very important for every business because it plays a role in creating a comfortable atmosphere according to customer desires so that customers want to linger in the store. The store atmosphere aims to provide comfort to customers and can be a special attraction for customers. This is expressed that a comfortable store atmosphere can influence the perception of food quality and service quality to achieve customer satisfaction.

Malang is one of the largest cities in East Java. The cool air and mountain views in every corner make this city inviting many people to stop by in this city, both from the tourism and culinary sectors. Currently, many business owners and investors are competing to build businesses in Malang City, especially in the culinary sector. Currently, the development of the culinary business has progressed a lot by presenting several unique places and good services. Currently, the culinary business phenomenon has become a significant trend in recent years, especially spicy cuisine. Public interest in spicy cuisine has increased, and many culinary entrepreneurs see opportunities in meeting this demand. The business that is currently in great demand among the public is the Sego Sambel Cak Uut restaurant business located on Jl. Simpang Raya Langsep No. 30, Pisang Candi, Sukun, Malang City. This restaurant has a different taste from most Sego Sambel. By combining home cooking and Banyuwangi's special chili sauce. In addition, this restaurant also has its own appeal among the public, namely the interior with nuances of typical Banyuwangi ornaments.

When visitors enter the Sego Sambel Cak Uut shop, their eyes will definitely be spoiled with a very crowded queue. This restaurant, which operates every day from 10:00 to 19:30, is indeed very famous in Malang City, so it is not surprising that the queue at this restaurant is so long. Visitors can take a queue number, choose a table and seat, then immediately order the desired menu. If so, visitors can wait first while enjoying the atmosphere of the shop with a typical rural feel. There are indoor and outdoor spots in this shop. For the indoor spot, various ornaments and paintings with a Javanese nuance also decorate every corner. As for the outdoor spot, it consists of several chairs and tables as well as a gazebo with a rural feel. The placement of several ornamental plants around the tables and chairs in the outdoor spot also helps to enliven the atmosphere in this restaurant.

At the back of the shop, there is also a bamboo tree spot that can also be used by visitors. This spot is one of the favorite spots at the Sego Sambel Cak Uut shop, because the atmosphere in this spot is very cool and shady. For the menu, this shop offers a variety of sambal menus with various side dishes. The most popular menus at Sego Sambel Cak Uut include Sego Sambel Pete Krengsengan, Sego Sambel Ayam Kampung, Sego Sambel Squi Hitam and Sego Sambel Paru Balado. For drinks, a variety of simple drink menus are provided such as iced orange, iced tea, iced dawet to coffee. Customer complaints on social media Google review and Go-food review Sego Sambel Cak Uut made researchers find out more about the actual conditions related to complaints from customers of the Sego Sambel Cak Uut restaurant by interviewing 10 respondents. Of the 10 respondents, there were positive and negative responses regarding this restaurant. Complaints arose about the service, namely the menu given was wrong and the menu was incomplete both when eating in or ordering via online motorcycle taxis, the queue sometimes tended to be long so that it made you have to wait up to 30 minutes on the waiting list. For the quality of food, there were many complaints such as rice that was too hard or soft, soft corn omelettes that affected the taste, smaller chicken and squid sizes, there was hair in the food and drinks, glasses for drinking had soap marks, chili sauce that was too spicy and could not be requested which caused coughing.

And also regarding the store atmosphere, there is often cat feces on the floor and an unpleasant odor from the sewage water. When conducting interviews, researchers found that in addition to negative comments, there were also positive comments such as affordable prices, good service that makes customers feel at home chatting with employees, the chili sauce served is varied and the spicy taste is addictive, and the cool atmosphere like in a village. Based on Google rating and Go-food rating data regarding Sego Sambel Cak Uut, the ratings obtained were 4.6 / 5 and 4.7 / 5. Although the ratings obtained can be said to be high, Sego Sambel Cak Uut Malang still received negative comments. Therefore, research needs to be conducted so that researchers can provide input and suggestions to the owner and employees so that Sego Sambel Cak Uut can improve product quality, service quality and store atmosphere so that it can increase customer

satisfaction and make the restaurant rating on Google reviews and Go-food even better. Based on the background of the phenomenon and the research gap above, the researcher is interested in researching and raising the title, "The Influence of Service Quality and Product Quality on Customer Satisfaction moderated by Store atmosphere (Study on Sego Sambel Cak Uut Malang Customers)".

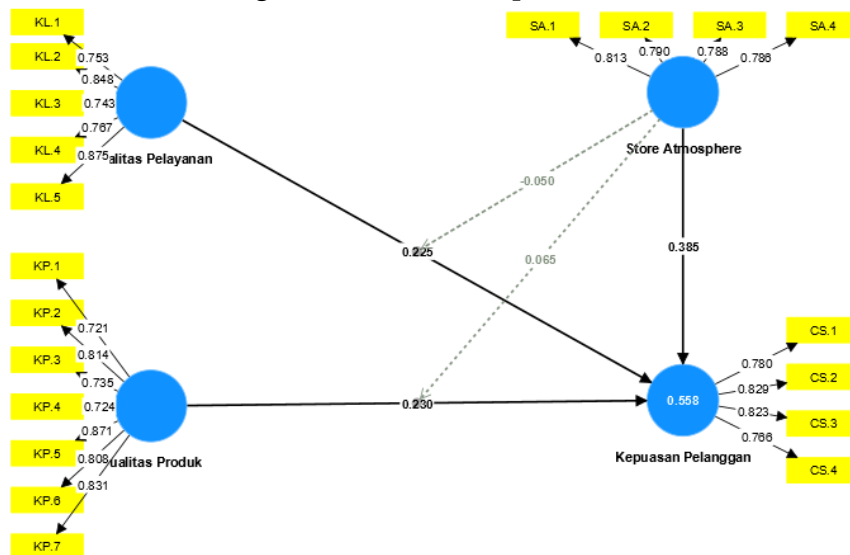
Methods

This research was conducted at Sego Sambel Cak Uut, located at Jl. Simpang Raya Langsep No.30, Pisang Candi, Sukun, Malang City. This type of research uses a descriptive quantitative type. Descriptive quantitative research is a type of research used to analyze data by describing the data that has been collected. The type of research used is explanatory research, which is a type of research that explains the causal relationship between variables through hypothesis testing (Singarimbun and Effendi, 2019). The characteristics of the population in this study are customers of Sego Sambel Cak Uut Malang with an unknown number. The population used in this study were all customers of Sego Sambel Cak Uut, Malang City. Based on the calculation results, the sample used in this study was 100 respondents of Sego Sambel Cak Uut Malang customers. The method used in sampling was purposive sampling, namely a sampling technique with certain criteria. The type of data used in this study is quantitative data. The data used in this study is primary data. This study uses a data collection technique in the form of a questionnaire or survey, namely a data collection technique by asking a number of written questions addressed to respondents in the hope that respondents can provide information related to the study (Sugiyono, 2014). The data scaling technique used in this study uses a Likert scale. In order for the data obtained to have a high level of accuracy and consistency, the research instrument used must be valid and reliable. The analysis technique used uses a scale range and structural equation modeling method.

Result and Discussion

The data analysis method used in this study is moderation analysis using SmartPLS which aims to determine whether the moderating variable will weaken or strengthen the relationship between the independent variable and the dependent variable. There are two stages in testing with moderating variables.

Figure 1 SmartPLS Output Results



The outer model is assessed by looking at convergent validity (the magnitude of the loading factor for each construct). The individual reflexive measure is said to be high if it correlates more than 0.70 with the construct to be measured.

Table 1 Results Of Convergent Validity

Variables	Item	Outer Loading	Information
Quality of Service (X1)	X1.1	0.753	Valid
	X1.2	0.848	Valid
	X1.3	0.743	Valid

	X1.4	0.767	Valid
	X1.5	0.875	Valid
<i>Product Quality</i> (X2)	X2.1	0.721	Valid
	X2.2	0.814	Valid
	X2.3	0.735	Valid
	X2.4	0.724	Valid
	X2.5	0.871	Valid
	X2.6	0.808	Valid
	X2.7	0.831	Valid
<i>Customer satisfaction</i> (Y)	Y.1	0.780	Valid
	Y.2	0.829	Valid
	Y.3	0.823	Valid
	Y.4	0.766	Valid
<i>Store Atmosphere</i> (Z)	Z.1	0.813	Valid
	Z.2	0.790	Valid
	Z.3	0.788	Valid
	Z.4	0.786	Valid

Source: Data processed by PLS (2024)

Shows that discriminant validates for the variables of service quality, product quality, customer satisfaction and store atmosphere, each variable has an Average Variant Extracted (AVE) value ≥ 0.5 which means that the model used in this study is valid and good in carrying out measurements.

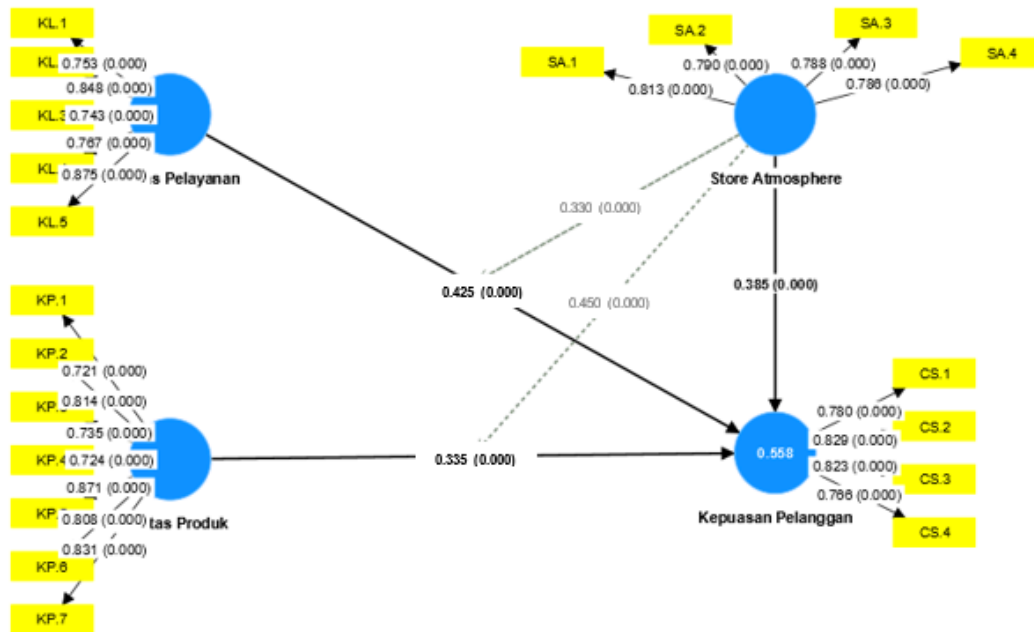
Table 2 Results of Composite Reliability and Cronbach's Alpha Values

Variables	Composite Reliability	Cronbach's Alpha
Customer satisfaction	0.877	0.813
Quality of Service	0.898	0.858
Product Quality	0.919	0.898
Store atmosphere	0.872	0.806

Source: Data processed by PLS (2024)

Based on table 2 above, it can be seen that all variables in this study have composite reliability and a Cronbach's alpha value ≥ 0.5 , which means that all variables have good reliability values and are reliable for continuous measurement. Structural model or inner model testing is done to see the R-Square value for each endogenous latent variable as the predictive power of the structural model. The following are the Bootstrapping output results:

Figure 2 SmartPLS Bootstrapping Structural Model Output



Inner Model shows the relationship between constructs and significance values and R-Square values. Based on the output results above, the R-Square value of 0.558 is obtained indicating that the variability of the customer satisfaction construct that can be explained by the service quality, product quality, and store atmosphere constructs and their interactions is 55.8% for endogenous latent variables in the structural model identifying that the model is very strong. While 44.2% is explained by other variables not included in this study. Outer Model (Measurement Model) aims to predict causal relationships between variables or hypothesis testing by showing the level of significance. In SmartPLS, the outer model score indicated by the T-Statistic value should be above 1.645. The results of the Path Coefficients and significance tests are as follows:

Table 3 Results of Direct Influence Test Results

Hypothesis	Original Sample	Standard Deviation	T Statistics	P Values	Information
Service Quality → customer satisfaction	0.425	0.229	3.103	0,000	Hypothesis Accepted
Product quality → customer satisfaction	0.335	0.129	2.087	0,000	Hypothesis Accepted
Store atmosphere → customer satisfaction	0.385	0.188	2.107	0,000	Hypothesis Accepted

Source: SmartPLS Processed Data (2024)

H1: Service Quality has a significant effect on Customer Satisfaction

The first hypothesis tests the direct effect of service quality on customer satisfaction. Based on the results of the study, the path coefficient value or original sample value is 0.425 and the standard deviation is 0.229. The t-statistic is 3.130 and the P-value is 0.000. From these results, it can be interpreted that service quality has a positive (significant) effect on customer satisfaction so that it can be said that H1 (the first hypothesis) is accepted. The direction of the positive relationship indicates that the better the service quality, the better customer satisfaction. So it can be concluded that there is a positive and significant effect between service quality and customer satisfaction.

H2: Product Quality has a significant effect on Customer Satisfaction

The second hypothesis tests the direct effect of product quality on customer satisfaction. Based on the results of the study, the path coefficient value or original sample value is 0.335 and the standard deviation is 0.129.

The t-statistic is 2.087 and the P-value is 0.000. From these results, it can be interpreted that product quality has a positive (significant) effect on customer satisfaction. So it can be said that H2 (second hypothesis) is accepted. The direction of the positive relationship indicates that the better the product quality, the better customer satisfaction. So it can be concluded that there is a positive and significant effect between product quality and customer satisfaction.

H3: Store atmosphere has a significant effect on customer satisfaction.

The third hypothesis tests the direct influence of store atmosphere on customer satisfaction. Based on the results of the study, the path coefficient value or original sample value is 0.385 and the standard deviation is 0.188. The t-statistic is 2.107 and the P-value is 0.000. From these results, it can be interpreted that *store atmosphere* has a positive (significant) effect on customer satisfaction. So it can be said that H3 (the third hypothesis) is accepted. The direction of the positive relationship indicates that the more attractive *the store atmosphere*, the better customer satisfaction. So it can be concluded that there is a positive and significant influence between *store atmosphere* and customer satisfaction.

In this study, Moderated Regression Analysis (MRA) is used to test the 4th hypothesis (H4) and the 5th hypothesis (H5). In SmartPLS, the outer model score indicated by the T-Statistic value should be above 1,645. The results of the Path Coefficients and significance tests are as follows:

Table 4 Results of Indirect Effect Test

Hypothesis	Original Sample	Standard Deviation	T Statistics	P Values	Information
Store atmosphere → service quality → customer satisfaction	0.350	0.179	2.195	0,000	Hypothesis Accepted
Store atmosphere → product quality → customer satisfaction	0.365	0.182	2.640	0,000	Hypothesis Accepted

Source: SmartPLS Processed Data (2024)

H4: Store atmosphere moderates the influence of Service Quality on Customer Satisfaction

The fourth hypothesis tests the indirect effect of service quality on customer satisfaction which is strengthened by *store atmosphere*. Based on the results of the study, it is known that the path coefficient or original sample value is 0.350; standard deviation of 0.179; T-Statistic of 2.195; and P-Values of 0.000. From the results of the test, it can be interpreted that service quality has an indirect effect on customer satisfaction which is moderated by *store atmosphere*. So it can be said that H4 (fourth hypothesis) is accepted. The direction of the positive relationship indicates that the better the service quality, the more attractive *the store atmosphere*. If strengthened by *store atmosphere*, customer satisfaction is also better. So it can be concluded that there is a positive influence between service quality and customer satisfaction moderated by *store atmosphere*.

H5: Store atmosphere moderates the influence of Product Quality on Customer Satisfaction

The fourth hypothesis tests the indirect effect of product quality on customer satisfaction which is strengthened by *store atmosphere*. From the test results, it can be interpreted that product quality has an indirect effect on customer satisfaction which is moderated by *store atmosphere*. So it can be said that H5 (fifth hypothesis) is accepted. The positive direction of the relationship indicates that the better the product quality, the more attractive *the store atmosphere*. If strengthened by *store atmosphere*, customer satisfaction is also better. So it can be concluded that there is a positive influence between product quality and customer satisfaction moderated by *store atmosphere*.

Discussion

Based on the results of the study above, it can be seen that Service Quality has a positive and significant effect on Customer Satisfaction of Sego Sambel Cak Uut. Providing quality service to customers is an absolute must if you want to achieve success. Customers who are satisfied with the services they receive will try to reuse the service repeatedly to meet their needs. So that customer satisfaction is influenced by satisfaction with the service of a product and service. Empirical evidence shows that employee attention to customers who need personal support is the weakest aspect in shaping service quality. This situation makes Sego Sambel Chakwout hold regular internal meetings and technical customer service training to improve

work skills and attitudes, in line with the concept of frontline service that is important in everyday work. This shows that human resource development is not carried out through participation in self-development courses. This activity involves direct contact with customers. The challenge for business management is to maintain market position amidst increasingly fierce competition, quickly make various adjustments to meet the needs and preferences of customers that are always changing, and create customer satisfaction. With the formation of customer satisfaction, customers will recommend to others. This is a guarantee for the survival of the company. The results of this study support the results of research conducted by Binaraesa et al. (2021); Hilaliyah, et al. (2017) which proves that service quality has a positive and significant effect on customer satisfaction.

Based on the results of the study above, it can be seen that Product Quality has a positive and significant effect on Customer Satisfaction of Sego Sambel Cak Uut. When buying a product, customers expect the product they buy to have benefits and compare their expectations with the product they receive. Customers are always looking for products that can not only meet their needs, but also fulfill their desires. Companies must provide high-quality products to ensure customer satisfaction. There is a tendency for customers to choose products that are of quality and according to their tastes. If customers feel that a product is suitable and the product can meet their needs, then customers are satisfied to buy the product continuously. For products that are basic necessities such as food and beverages, customers consider their quality very much. Because it is closely related to human health and is a basic need, product quality greatly influences buyers in making purchasing decisions. If product quality is improved, customer behavior in making purchases will also increase. Customers will be satisfied if their evaluation results show that the products they use are of good quality. The statement above is in line with and supports the results of previous studies conducted by several researchers such as Hilaliyah, et al. (2017) and Ramadhan and Mahargiono (2017) with research results stating that product quality has a positive and significant effect on customer satisfaction.

Based on the results of the study above, it can be seen that the Store atmosphere has a positive and significant effect on Customer Satisfaction at Sego Sambel Cak Uut. Store atmosphere aims to attract customers to visit, influence them to make purchases, provide satisfaction and provide comfort. A store atmosphere that is well managed by the company will have a positive influence on customers' decisions to make repeat purchases on the service. The design of the store atmosphere in this case is like a more attractive room design, as well as the creation of an appropriate and appropriate interior and exterior atmosphere that will encourage customers to visit. The condition of the place must create a planned atmosphere that is in accordance with its target market and can attract customers, because customer response is not only limited to the products or services offered but also to the atmosphere created. Therefore, store atmosphere is a factor that needs to be considered in creating customer satisfaction in business. When customers feel comfortable with the atmosphere provided, customers will feel happy and satisfied. However, knowing and understanding the atmosphere of a room is not easy, because the atmosphere of a room is a combination of emotional things. The statement above is also in accordance with and supports the results of previous studies conducted by several researchers such as Lieyanto and Pahar (2021); Sambara et al. (2021) and Sumayyah and Rumpak (2019) with the same research results that store atmosphere has a positive and significant effect on customer satisfaction.

Based on the results of the study, it is known that the direction of a positive relationship indicates that the better the quality of service, the more attractive the store atmosphere. If reinforced by the store atmosphere, customer satisfaction will also be more satisfied. This can be because the quality of Sego Sambel Cak Uut's service has good quality, provides comfort to customers and is supported by an attractive store atmosphere so that the store atmosphere is able to moderate the influence of service quality on customer satisfaction at Sego Sambel Cak Uut. The store atmosphere created by Sego Sambel Cak Uut, such as the lighting at Sego Sambel Cak Uut, is sufficient and not noisy, the layout of the room provides a more attractive nuance compared to other restaurants, the provision of traditional music played in Sego Sambel Cak Uut makes the atmosphere comfortable, and grouping similar menus makes it easier for customers to choose the type of food and drinks. The statement above supports the results of research conducted by Nyoman et al., (2021) which states that service quality has a significant effect on customer satisfaction which is moderated by the store atmosphere.

Based on the results of the study, the direction of the positive relationship shows that the better the quality of the product, the more attractive the store atmosphere. If reinforced by the store atmosphere, customers also feel more satisfied with the services provided. This can be because the quality of the Sego Sambel Cak Uut product has good quality, provides a variety of food menus that are delicious to enjoy, the

food served lasts a long time, the food menu served is suitable for consumption in terms of health. Sego Sambel Cak Uut serves fresh and warm food when served, the food served is made from quality ingredients. Customers choose Sego Sambel Cak Uut Malang because the traditional menu and food served give a different impression from other food products and are supported by an attractive store atmosphere consisting of sufficient lighting or good air circulation, the interior design looks attractive with traditional characteristics, the sound of traditional music played makes the atmosphere comfortable, the area inside the restaurant feels spacious so that the atmosphere of the restaurant is able to moderate the influence of product quality on customer satisfaction Sego Sambel Cak Uut. The statement above supports the results of research conducted by Kurniawan (2015) which states that there is a significant and positive influence between product quality (food) and customer satisfaction which is moderated by store atmosphere.

Acknowledgments (Optional)

Furthermore, it is hoped that the management of Sego Sambel Cak Uut can increase customer expectations of the menu provided so that their satisfaction can be exceeded.

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